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Attorney Docket: FORT-002-002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE PATENT
APPLICATION OF : Matthew Roche et al.
SERIAL NO. : 10/789,665
FILING DATE : February 27 2004
ART UNIT : 2159
EXAMINER : PHAM, H.Q.
FOR : METHOD AND SYSTEM FOR COLLECTING ONLINE MERCHANDISING
DATA

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SUBMISSION PURSUANT TO 37 C.F.R. 1.114
RESPONSIVE TO OFFICE ACTION DATED JUNE 4, 2009

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Dear Sir:

This submission under 37 CFR 1.114 is being submitted together with a Request for Continued Examination, and is responsive to Final Office Action of June 4, 2009 (the "Final Office Action"), in the above-identified application. Please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

11/05/2009 HMARZI1 00000037 10789665

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04 FC:1622	32.00 OP